

AFTER ACTION REPORT

REAL SOLUTIONS COMMUNITY MEETING

Two glowing yellow lightbulbs are positioned on either side of the word 'COMMUNITY' in the title. The lightbulbs are illuminated, with a warm yellow glow emanating from them.

*Hosted by Mayor Pro Tem Mitch Colvin,
Council Member Chalmers McDougald and
Council Member Kirk deViere*

Introduction

The Real Solutions Community Meeting was held at Mt. Sinai Missionary Baptist Church on December 13, 2016. The meeting was designed to identify issues directly affecting residents and to develop sustainable solutions. The meeting was sponsored by Mayor Pro Tem Mitch Colvin, Council Member Chalmers McDougald and Council Member Kirk deViere. The purpose of the Real Solutions Community meeting was to serve as a follow up session to the Real Talk meeting which was held on August 23, 2016 at Kingdom Global Impact Ministries. The Real Talk meeting generated robust dialogue and questions.



Approximately 80 citizens were in attendance at the meeting. Mayor Pro Tem Colvin and Council Member McDougald addressed the group stating the meeting's purpose. Three focus areas were identified for discussion in a break-out group format. The focus areas included **economic development**, **beautification/code enforcement** and **the next generation of leaders for the community**.

Real Solutions Discussion

Small groups were formed to discuss and develop real solutions. City staff facilitated the group's discussion. Each group identified challenges and weaknesses, strength and opportunities, and developed three solutions. The proceeding pages details the results of each group.



Feedback Results

Based on a survey of the participants, the meeting was well received. The following are the results of questions asked of the participants. Responses are attached.

Overall, the event was beneficial – **4.05** out of 5

I enjoyed participating in the event – **4.30** out of 5

I feel like my voice was heard – **4.12** out of 5



Focus Area: Beautification/Code Enforcement



Challenges

- What defines the term “beautification”? (eye of the beholder)
- Taking pride in the community
- Communication between local government and citizens
- Responsiveness of City Council
- Signage policy (what is permitted vs. type of business)
- Neighborhood grants – When to apply
- Dissemination of information to renters/neighborhoods

Weaknesses

- Citizens leaving trash bins out at the road
- Vacant properties/blight
- Roadside trash/bulky pickup
- Business façade/not being in compliance with City Code
- Household solid waste
- Truck operators leaving trash behind/not picking up spillage

Strengths and Opportunities

- Code Enforcement’s responsiveness to issues and complaints
- Parks & Recreation responsiveness to community needs
- Community Development responsiveness to demolition request
- Downtown Fayetteville’s appearance/new & improved look
- FayFixIt App (usability & city’s responsiveness to work orders)
- Community Development’s Beautification Grant

Focus Area Solution #1

- Citizen engagement/Investment
- Communication neighbor to neighbor
- Communication between the City and County

Critical Success Factors:

- Citizen visual perception
- Citizen Review Board

Key Milestone:

- Allocation of Funds for Beautification/Community Development Beautification Funds

Intended Outcomes and Measures of Success:

- Increase Adopt-a-Street participation
- Increase participation in Beautification Sign Program

Who Owns This?:

- Individual neighborhoods

Focus Area Solution #2

- Transient community
- Dissemination of information to the community

Critical Success Factors:

- Increased citizen participation

Key Milestones:

Intended Outcomes and Measures of Success:

- Increased requests for City Services (trash/bulky item pickup)
- Increased citizen participation (meetings, community functions, etc.)

Who Owns This?:

- Joint Appearance Commission

Focus Area Solution #3

- Definition of beautification

Critical Success Factors:

- Published definition & prioritization
- Dissemination & education on Code Enforcement to the public

Key Milestones:

- Reaching out to Fayetteville Beautiful to serve as a catalyst for cleaning individual neighborhoods

Intended Outcomes and Measures of Success:

- Visual changes in community appearance
- Cleaner streets

Who Own This?:

- Existing Community Watch/neighborhood groups
- Joint Appearance Commission

Economic Development Results



Strengths:

- FSU
- Community resources
- Local businesses
- Local leadership
- Solid tax base
- Traffic
- Gateway to Fayetteville
- Access to 95
- Recreation center
- Churches
- Centrally located

Opportunities:

- Partnerships
- Youth
- Aftermath of Hurricane Matthew rebuild
- Potential programs at E. E. Smith
- Retail
- Traffic
- Baseball stadium parking complex
- Need reason to stop on Murchison Rd.
- Utilize vacant property
- Rebrand this area

- Parks and Recreations bond money
- Willingness of community to participate
- Develop area around FSU

Challenges:

- Drugs/crime
- Being able to tap into local resources
- Unemployment
- Traffic flow movement from Ft. Bragg-need investment in area
- Meeting the needs of community
- City bought property- no baseball stadium?

Weaknesses:

- Unemployment
- Lack of treatment solutions for drugs
- Lack of industry
- Lack of mental health resources
- Lack of alternate training/education for tech/trade- workforce development
- Poverty
- Awareness of resources

Focus Area Solution 1: Government tax incentives and economic development- policy (favor business growth). Example is signage strictly for Murchison Rd.

Critical Success Factors:

- Businesses and community needs
- Need council support
- Need realistic goals - one bite at a time
- Gentrification community support
- Trust between community and government

Key Milestones:

- Special session on tax incentives and policy
- Marketing opportunities
- Very clear communication/report back
- Rebranding of area

Intended Outcomes and Measures of Success:

- Operating capital/venture capital
- Loans/grants-first time entrepreneurship- Veterans
- Park and Recreation opportunities

Who owns this?

- Community

- FSU
- Willing businesses
- City

Focus Area Solution 2: Workforce development/education

Critical Success Factors:

- Jasper St. training
- Decrease in crime
- Partnerships established

Key Milestones:

- Establish skilled training on Jasper St.
- Marketing plan; advertisement
- Match job availability to degrees/education
- Trade apprenticeship

Intended Outcomes and Measures of Success:

- Coalition FSU, FTCC and schools

Who owns this?

- Workforce development board is catapult
- Coalition-trade

Focus Area Solution 3: Economic development strategies around FSU/Murchison Rd. area

Critical Success Factors:

- Property development
- Expanded tax base
- Rezone
- Limit gentrification
- Must have a champion for this area

Key Milestones:

- Bring in outside incentives
- Mechanics and Farmers Branch

Intended Outcomes and Measures of Success:

- Coalition between FTCC and FSU
- More restaurants; banking

Who owns this?

- FSU
- FTCC

DEVELOPING THE NEXT GENERATION OF LEADERS



Challenges

- Lack of Organizations to Develop Young Leaders
- Lack of Youth's Interest in Wanting to Lead – How to Make it Desirable (Need for Incentives while Gaining Experience)
- Lack of Marketing and Exposure to Leadership Opportunities
- Lack of Community Leaders visiting/campaigning within the School System

Weaknesses

- Accessibility
- Unwillingness to Offer Internships
- No Incentives Offered and/or Support to Youth to Pursue Being Leaders
- Groups of Youths Not Considered: 1) Home Schooled Youths 2) Youths with Prior Criminal Offenses (Some w/Brilliant Minds needing Opportunity and Redirection)
- Lack of Communication in the Youth's forms of Media to Promote Leadership

Strengths

- Current Leaders' Willingness to Develop Youth Relationships/Young Leaders – A Willingness to Improve the Chief's Student Advisory Council
- Partnering with FSU and Community Colleges
- Leadership Fayetteville (Continued Follow-up) – Fayetteville Young Professionals, Boy Scouts, Chamber of Commerce

Opportunities

- Expand Recruitment of Chief's Student Advisory Council from the Current 3 Represented High Schools to All Cumberland County High Schools

Develop More Programs and Internships to Mentor Youth into Leadership Roles

Focus Area Solutions - #1

- Create a Youth Summit to Develop Leadership Skills
- Summer Week On-the-Job Exposure or Summer Employment/Internships
- Council Members and Current Community Leaders should be More Visible within Middle and High Schools and Provide Time to the Youth to Shadow (Follow Them) while on their Jobs if Really Sincere about Wanting to Develop Youth as Leaders

Critical Success Factors:

- Follow Through to Gather Outcomes
- Implementation/Feedback

Key Milestones:

- Lowering Dropout Rates
- Increase number of Organizations, Programs and Internships to Recruit and Mentor Youth

Intended Outcomes and Measures of Success:

- Youth Leadership Representation in All the High Schools (with training opportunities beginning early in Middle School)
- Advertising on the Schools' Web Pages of Leadership Teams
- Creating Enrichment and Other Mentoring Programs

Who Owns This:

- The City
- The Schools

Focus Area Solutions - #2

- Students Mentoring Others

Critical Success Factors:

- Allowing Youth to Develop as Leaders by Leading/Mentoring Less Social and Involved Students to Too Becoming Leaders (A Win-Win for both Youth Parties)
- Providing Community Leadership Opportunities in All Schools
- Increase Support in Boys and Girls Club

Key Milestones:

- Set Individual Goals

Intended Outcomes and Measures of Success:

- Increased Number of Programs and Participating Organizations

Who Owns This:

- The Students
- The Schools

Appendix A

Meeting Agenda



Real Talk



We heard you! You want:

- **Neighborhood Beautification**
- **Economic Development**
- **Developing the Next Generation of Leaders**

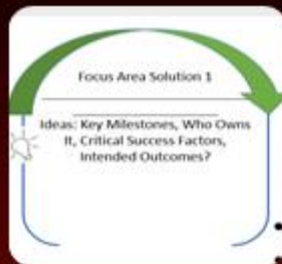


Agenda

6:00 p.m.	Welcome
6:40 p.m.	Real Talk August 23
7:05 p.m.	Real Solution Workgroups
7:55 p.m.	Report Out
8:20 p.m.	Wrap Up



Real Solutions



Challenges	Weaknesses



Real Solutions

Thank you!

Next Steps



Appendix B

Participant Feedback

(Based on a scale of 1 to 5 with 5 being the highest and 1 the lowest score)

Overall, the event was beneficial	I enjoyed participating in the event	I feel like my voice was heard	Task Force
5	5	4	Beautification
5	5	5	Youth
5	5	5	Youth
2	4	2	Youth
5	5	5	Youth
5	5	5	Youth
5	5	5	N/A
4	4	4	Youth
5	5	5	Youth
5	5	5	Youth
5	5	5	ED
5	5	5	ED
2	4	1	ED
5	5	5	ED
4	4	4	ED
5	5	5	N/A
3	3	3	Beautification
2	2	2	ED
3	4	5	ED
4	4	4	ED
3	3	3	ED
5	5	5	ED
5	5	5	ED
5	5	5	ED
3	4	4	ED
4	5	5	ED
4	5	4	No
3	3	3	No
5	5	5	N/A
4	4	4	No
5	5	5	N/A
4	5	4	No
4	5	4	Youth
2	2	2	Youth

4	4	4	Yes
4	5	5	N/A
2	2	2	N/A
5	5	5	N/A
5	5	5	N/A
4	4	3	N/A
4	3	4	N/A
2	2	4	N/A
4	5	3	N/A
174	185	177	N/A
4.05	4.30	4.12	N/A

Appendix C

Real Solutions Feedback Form

Rate on a scale of 1-5 (Low-High)

Overall, the event was beneficial.	1	2	3	4	5
I enjoyed participating in the event.	1	2	3	4	5
I feel like my voice was heard.	1	2	3	4	5

The one thing we didn't address was

The one thing I would do better is

The one thing I really liked was

I would like to be a part of a Murchison Road Solution Taskforce.

Yes or No

If yes, circle one.

Economic Development Developing Youth Leaders Beautification/Pride

My Contact Information:

Name:

Phone number:

Email:

